



ARRIVE
ALIVE

Battle of the Belt

Resource Kit: Fall 2006

www.savemolives.com





Battle of the Belt

Resource Kit Fall 2006

Table of Contents

- Program Summary
- Calendar
- Awards
- Contact Information
- Mandatory Participation Requirements
- Campaign Example
- Campaign Outline Plan
- Campaign Outline
- Resources
- School Participation Agreement
- Safety Belt Instructions/Survey Forms

*Sponsored by the Missouri Coalition for Roadway Safety
and American Family Insurance*



Battle of the Belt

Program Summary

Introduction:

The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, presents *Battle of the Belt*, a safety belt competition between Missouri high schools. The schools compete to increase safety belt usage among students, thereby saving lives. An observational safety belt survey will be conducted before and after the educational blitz to determine the change in safety belt usage among the students.

Teens are an important target audience as shown in a recent study conducted by the Missouri Department of Transportation in conjunction with the Missouri Safety Center. Only 56 percent of Missouri teenagers wear safety belts. Young drivers comprise 11 percent of the licensed drivers and are involved in 29 percent of the traffic crashes in the state. In the past three years, nearly 600 young people died in Missouri traffic crashes, and 78 percent were not buckled.

Objective:

The *Battle of the Belt* program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Missouri high school students by increasing safety belt use in Missouri.

Staffing:

One person in each school should serve as the main contact for correspondence and information. Each school will determine the numbers of students and teachers necessary for this challenge. An estimate is 5-6 students minimum, with at least one teacher supervising.

Student Participation:

One club or student group should claim the project and implement as many activities as they feel necessary to achieve successful safety belt use. The education blitz will be the responsibility of the students and the adult staff. Students in this group will decide what education might work best for their peers, based on the resource list provided. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.

2006 Calendar

Oct. 2-6 First safety belt check should take place the first week in October.

Oct. 2 – Nov. 15 Education blitz must take place between Oct. 2 and Nov. 15.



Battle of the Belt

Nov. 30 Last safety belt check should be completed and all paperwork must be turned in by Nov. 30.

Jan. 2007 Regional and statewide winners will be announced.

Deadline

All paperwork must be turned in by **5 p.m. on Nov. 30, 2006**. You must meet the deadline to be eligible for the award money. No exceptions!

Submit ALL paperwork to your regional contact:

Northwest MO:

Elaine Justus
MoDOT Community Relations Manager
3602 North Belt Highway
St. Joseph, MO 64506-1399
816-387-2353
Margaret.Justus@modot.mo.gov

North Central MO:

Tammy Wallace
MoDOT Community Relations Manager
902 N. Missouri, P.O. Box 8
Macon, MO 63552
660-385-8209
Tammy.Wallace@modot.mo.gov

Northeast MO:

Brad Larson, Transportation Planner
Mark Twain Regional Council on Governments
113 Judy
Perry, MO 63465
573-565-2203
blarson@rallstech.com

Kansas City Area:

Lori Davis, RN, CEN
Trauma Program Manager
North Kansas City Hospital
2800 Clay Edwards Drive
North Kansas City, Missouri 64116
Office: 816-691-5245 Pager: 816-990-1568



Battle of the Belt

Central MO:

Matt Myers, Traffic Engineer
MoDOT, District 5
1511 Missouri Blvd.
Jefferson City, MO 65102
573-751-7692
matthew.myers@modot.mo.gov

St. Louis Area:

Kerri Yap
Planning and Traffic
314-340-4549
kerri.yap@modot.mo.gov

Officer Scott Roach
St. Louis County Traffic
314-340-4514 or 314-576-1055
SROach@stlouisco.com

Steve Clark
Traffic and Planning
314-340-4164
stephen.clark@modot.mo.gov

Southwest Area:

Lori Marble
MoDOT Community Relations Manager
P.O. Box 1445
Joplin, MO 64802
417-629-3329
Lori.Marble@modot.mo.gov

Springfield Area:

Pam Holt.
St. John's Mercy
1234 E. Cherokee
Springfield, MO 65804
417-820-6672



Battle of the Belt

South Central MO:

Chris Rutledge, P.E.
Transportation Planning Manager
910 Springfield Rd
Willow Springs, MO 65793
417-469-6239
Christian.Rutledge@modot.mo.gov

Southeast MO:

Jay Lancaster
District Design Liaison
P.O. Box 160
Sikeston, MO 63801
573-472-5264
Jay.Lancaster@modot.mo.gov



Battle of the Belt

Awards – prizes contributed by American Family Insurance

State

\$500 to the school with the highest overall safety belt use rate

\$500 to the school with the most improved safety belt use rate

Regional

\$250 to the school in each region with the highest overall safety belt use rate

\$250 to the school in each region with the most improved safety belt use rate

Prizewinners are encouraged to use the prize money to further traffic safety efforts in your schools or communities. Some great examples of such programs are:

- Project Graduation/Project Prom
- Team Spirit Training
- Every 15 Minutes and/or DWI Docudrama
- Ghost Out
- Alcohol/drug-free clubs or activities
- Traffic Safety Trivia Week
- Think First Speaker Program
- Quick Click Buckle Challenge

Contact Information:

For information about traffic safety programs, please contact the Missouri Department of Transportation's Highway Safety Division at 800-800-BELT or visit www.savemolives.com.



Battle of the Belt

Mandatory Participation Requirements

October-November 2006

1. **Complete and submit agreement form found on page 13.**
2. **Unannounced Safety Belt Checks** - Battle of the Belt is designed to increase awareness and use of safety belts among high-school students. The challenge involves two **UNANNOUNCED** observations of the student body's safety belt use. (see pages 14 and 15)
 - The first safety belt check should be done at the start of the campaign before any educational efforts. The second check should take place after all educational efforts are finished. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt challenge. These safety belt checks are mandatory and must be completed by the school. The checks should not include faculty or parents. If it is determined the safety belt check was announced to the students beforehand, it could possibly disqualify your school from participating. The final safety belt check must be complete so you can turn in your paperwork by **Nov. 30, 2006 at 5 p.m.**
3. **Inclement weather** - Do not conduct safety belt checks in the rain! It is dangerous for both the students and drivers because the vision of both the drivers and the checkers is impaired. Therefore, we suggest you plan your belt checks for early in the week and make a backup plan for later in the week in case of bad weather.
4. **Education campaign** - Each school should implement an awareness campaign to increase the use of safety belts in their schools. This campaign may include the use of any of the resources listed in the campaign kit or resources and activities created and produced by the school. The activities do not have to be inside the school building and may include activities at school functions held elsewhere. The education campaign should begin the week of **Oct. 1, 2006**. (See calendar on pages 2-3.) Each school is required to submit a campaign outline detailing resources and activities used during the campaign. Outlines must be submitted by **Nov. 30, 2006 at 5 p.m.**



Battle of the Belt

Campaign Example

Program activities

Dates of Activities

Unannounced safety belt checks

Oct. 2-6

Pledge cards

PTSA parents gave students “kisses” (candy kisses) for signing a safety belt pledge card.

Oct. 10

Fliers

The _____ club placed fliers on the windshield of every car in the parking lot.

Oct. 12

Posters

_____ club made and hung posters reminding students to “Buckle Up.” Posters provided by _____ were also hung around the school.

Oct. 17

The Road Challenge

A computer with the road challenge software was used by students at all lunches. They could win prizes based on the level of score.

Oct. 23-27

Speakers

Speaker _____ spoke at our school assembly.

Oct. 31

Safety belt convincers

The local Highway Patrol troop brought a safety belt convincer to a school assembly.

Oct. 31

Demonstrations

Car-cutting demonstration/presentation by the local fire department.

Nov. 8

Morning and afternoon announcements

Daily reminders were given to the students via announcements.

Nov. 1-20

Unannounced Safety Belt Check

We gave Lifesaver candy to students who were buckled up and Dum Dum suckers to students who weren't wearing their safety belts.

Nov. 20



Battle of the Belt

Campaign Outline Plan

(List of proposed program activities)

Get started planning right away! Schedule your events as soon as possible.

Please list all resources and activities you plan to use in your campaign. List all speakers, morning announcements, presentations, contests, community outreach, posters displayed, etc. Please include the proposed dates. If additional space is needed, please attach a separate sheet. Remember: You are not judged on your educational campaign, but on the number of students who actually buckle up.

Program activities

Dates of Activities

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____

Submit paperwork before Oct. 1 to your regional contact listed on pages 3-5.



Battle of the Belt

Campaign Outline

(List of program activities actually implemented.)

Please list all resources and activities used in your campaign. List all speakers, morning announcements, presentations, contests, community outreach, posters displayed, etc. Please include the date(s) the activities took place. If additional space is needed, please attach a separate sheet. Remember, you are not judged on your educational campaign, but on the number of students who actually buckle up.

Program activities

Dates of Activities

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____

Submit paperwork by Nov. 30 to your regional contact listed on pages 3-5.



Battle of the Belt

Resources

Following is a list of possible resources for your education campaign. You are responsible for contacting and scheduling all speakers and presentations at your school.

Highway Patrol:

- **SIDNE: Simulated Impaired DrivINg Experience** or SIDNE® is a battery-powered vehicle that simulates the effects of impairment from alcohol or other drugs on a motorist's driving skills. SIDNE® operates in two modes. In Normal Mode, the vehicle's steering, braking and acceleration respond appropriately. In Impaired Mode, the vehicle reacts with delayed steering, braking and acceleration, simulating the effects of a vehicle being driven by an impaired driver.

To schedule a SIDNE demonstration at your school, please contact your local Missouri State Highway Patrol troop.

- **Seat Belt Convincer:** The Seat Belt Convincer is a traffic crash simulator designed to convince drivers and passengers to buckle up. Participants are seat-belted into a cart that is propelled down a ramp and then brought to an abrupt stop, allowing the passengers to experience the sensation of a traffic crash.

To schedule the Convincer for your school please contact your local Missouri State Highway Patrol troop.

- Videos

Division of Highway Safety:

- PowerPoint presentations
- Videos
- Call 800-800-BELT for materials or visit www.savemolives.com.

Think First, Missouri: Michelle Gibler, director, 573-882-2370, e-mail: giblerm@health.missouri.edu. The mission of THINK FIRST Missouri is to educate the public, especially adolescents, about their vulnerability to brain and spinal cord injury, common causes of these injuries, and how to prevent them. THINK FIRST Missouri provides the following programs and services:

- School Assembly Program
- Community / Corporate Traffic Safety Program



Battle of the Belt

- THINK FIRST For KIDS
- Traffic Offenders Program
- Reinforcement Program
- National THINK FIRST Chapter Director Training
- THINK FIRST Speaker Training Workshops

Missouri State Council of the Emergency Nurse's Association: The ENA can provide school assemblies and presentations. Contact Mary Tuel at 417-732-6865 or Tiffany Strever at 816-404-1380.

Missouri Youth Adult Alliance (MYAA):

Alicia Ozenberger
Project Director
428 E. Capitol Avenue
Jefferson City, MO 65101
Phone: (573) 635-6669
Email: aozenberger@actmissouri.org

Please note:

You will need to contact program speakers for your campaign directly. If you encounter any difficulties contacting a speaker or resource, please contact the MoDOT's Highway Safety Division at 800-800-BELT.

For additional resource and program ideas, contact your regional contact listed on pages 3-5 or visit www.savemolives.com.



Battle of the Belt

School Participation Agreement

School name

Please provide the following information (please print)

Contact Person and position

School mailing address

Phone

Fax

e-mail address

My school will provide a group of students to assist in the program. My school will complete the mandatory education campaign. By signing this agreement, the school agrees to participate fully in the Battle of the Belt Challenge.

Principal's name (please print)

Principal's signature

Date

Please return form to your regional contact listed on pages 3-5.



2006

14



Battle of the Belt

Safety Belt Check Instructions

1. A pairing of students should stand at the entrance or exit of each school parking lot.
2. Record findings on safety belt survey form found on page 14.
3. Mark N if students do not have their safety belt on, are in the process of putting their safety belt on or are incorrectly wearing their safety belt.
Note: do not include parents or faculty in the check.
4. Mark Y if students have their safety belt correctly in place.
5. Add up the number of **Yes** and **No** students.
6. Repeat this process at the end of your campaign to see how much your school has improved! Remember to poll the same number of passengers for both surveys.